

Attorney Docket No.: SCEI 18.302 (100809-16225)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3688

Confirmation No.: 5881

January 22, 2009

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action mailed August 26, 2008, submitted herewith is a petition for a two-month extension of time, extending the period for response to January 26, 2009, please amend the above-identified application as follows: